

Message Text

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PAGE 01 BANGKO 25784 070334Z
ACTION EA-12

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E.O.11652: N/A
TAGS: BEXP, TH
SUBJ: ADS REQUEST FOR EXTRADE COMPANY, 7726 GIRARD AVENUE,
LA JOLLA, CA 92037

REF COMMERCE CD-144, 07/25/78

THE EMBASSY HAS PREPARED A PRESS RELEASE FOR THE SUBJECT
ADS REQUEST. AS A RESULT, THE FOLLOWING FIRMS HAVE
EXPRESSED INTEREST IN REPRESENTING EXTRADE COMPANY:

1. BERLI JUCKER CO., LTD.
P.O.BOX 173
542/1 PLOENCHIT ROAD
BANGKOK 5, THAILAND
CABLE: BERLIJUCKER
TELEX: TH 2768
CONTACT: MR. KITTICHAT KARUNRATANAKUL, ENGINEERING
DEPARTMENT
PHONE: 2524071

COMMENT: BERLI JUCKER IS ONE OF THE LEADING GENERAL
TRADING FIRMS IN THAILAND. MR. KITTICHAT DISCLOSED
THAT HIS DEPARTMENT WAS UNDERTAKING A SURVEY ON THE
MARKET POTENTIAL FOR THE GEM BALANCE DEVICE
OFFERED BY EXTRADE. ALTHOUGH HE BELIEVED THAT THE
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MARKET HERE FOR SUCH DEVICE SEEMED TO BE LIMITED,
BERLI JUCKER WOULD PROBABLY HANDLE THE PRODUCT ON
A TRIAL BASIS.

2. SRI THAI
666/126 JARUNSANITWONG ROAD
BANGPLAD, BANGKOKNOI

BANGKOK 7, THAILAND
CONTACT: MR. SUTEE KITTICHIT, MANAGER
PHONE: 4240706

COMMENT: SRI THAI HAS BEEN ACTING AS A DEALER OF JEWELRY AND GOLD ORNAMENTS FOR MORE THAN SIXTY YEARS. FIRM IS INTERESTED IN EXPANDING ITS BUSINESS ACTIVITIES. MR. SUTEE SAID THAT HE WOULD WRITE TO EXTRADE TO ASK FOR MORE INFORMATION.

3. NGUAN CHAI LEE
44-48 RAMA 4 RDAD
BANGKOK 5, THAILAND
CONTACT: MR. VISIT SANGJINDAVONG, MANAGER
PHONE: 2211120

COMMENT: NGUAN CHAI LEE OPERATES AS AN IMPORTER AND DISTRIBUTOR OF INDUSTRIAL SCALES. CURRENTLY, THE FIRM IS REPRESENTING FAIRBANKS MORSE OF THE UNITED STATES. MR. VISIT STATED THAT IF EXTRADE CAN OFFER DIGITAL ELECTRONIC GEM BALANCE WITH METRIC MEASUREMENT THERE IS A MARKET FOR IT HERE. HE SAID HE WOULD WRITE DIRECTLY TO EXTRADE.

4. CHARRAY INTERNATIONAL INC. LTD.
P.O.BOX 1381
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613-617 MAHACHAI ROAD
BANGKOK 2, THAILAND
CABLE: CHARRAY
TELEX: BANWAKO TH 2634
CONTACT: MR. PHAIROJE KANTANYUTHAVEETIP, MANAGING DIR.
PHONE: 2222211

COMMENT: CHARRAY IS ONE OF THE LEADING IMPORTERS AND DISTRIBUTORS OF RADIO AND TELEVISION SETS, ELECTRONICS EQUIPMENT, TELECOMMUNICATIONS EQUIPMENT AND INDUSTRIAL SECURITY EQUIPMENT. IT ALSO OPERATES A FACTORY TO PRODUCE RADIO SETS LOCALLY. MR. PHAIROJE STATED THAT HE WAS INTERESTED IN DIGITAL ELECTRONIC GEM BALANCE AND HE WOULD LIKE TO HAVE MORE DETAILS FROM EXTRADE.

5. GEM PLAZA LTD. PARTNERSHIP
144 MAHAESAK ROAD
BANGKOK 5, THAILAND
CONTACT: MR. SOMMART, MANAGER
PHONE: 2342500

COMMENT: GEM PLAZA OPERATES AS A DEALER OF JEWELRY
MADE OF PREVIOUS AND SEMI-PRECIOUS STONES. ITS
BUSINESS APPEARS TO BE GROWING RAPIDLY. MR. SOMMART
INFORMED THE EMBASSY THAT HE WOULD LIKE TO HAVE MORE
INFORMATION FROM EXTRADE. ABRAMOWITZ

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